ORDER

Orders Order / Rev: 217763 Alt Order #: 6868382 Product Desc: Political Estimate: 2536 WOTV Flight Dates: 10/30/12 - 11/05/12 Primary AE: Petry Philadelphia Original Date / Rev: 10/26/12 / 10/26/12 Sales Office: P-PHI Order Type: REG Sales Region: Nat Agency Name: **Buying Time Buying Contact:** Petry Philadelphia Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 650 Massachusetts Avenue NW Billing Cycle: EOM/EOC Washington, DC 20001-3796 Agency Commission: 15% Advertiser

Name:

POL/Bill Farmer State Representative

Demographic:

PL5

A35+

Product Codes:

P4

Priority: Revenue Codes:

AGY, POL, POL-ISS

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

IN5252/SP2893/TO824/AL1472

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
10/29/12	11/05/12	40	\$3,550.00	\$3,017.50		

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	40	\$3,550.00	\$3,017.50	0.00
Totals	40	\$3,550.00	\$3.017.50	0.00

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E 1 WOTV	10/30/1	12 10/30/12	Daybreak @ 6	CM	6-7a	-T	:30	1	\$30.00P4	0.00 NM	1	\$30.00
Nous 0	Daybrea	d.	Daybreak @ 6									
	,		10/	0 , 04, 1	5 .							
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		11/04/12	-T	1	\$30.00	0.00						
E 2 WOTV	10/31/1	2 10/31/12	Daybreak @ 6	CM	6-7a	W	:30	1	\$30.00P4	0.00 NM	1	\$30.00
			Daybreak @ 6									
	Daybrea											
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/	/29/12	11/04/12	W	1	\$30.00	0.00						
E 3 WOTV	11/01/1	2 11/01/12	Daybreak @ 6	CM	6-7a	T	:30	1	\$30.00P4	0.00 NM	1	\$30.00
			Daybreak @ 6									
News 8	Daybrea	ık										
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	29/12	11/04/12	T	1	\$30.00	0.00						
E 4 WOTV	11/02/1	2 11/02/12	Daybreak @ 6	CM	6-7a	F	:30	1	\$30.00P4	0.00 NM	1	\$30.00
			Daybreak @ 6									400.00
News 8	Daybrea	k										
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	29/12	11/04/12	F	1	\$30.00	0.00						
E 5 WOTV	11/05/1	2 11/05/12	Daybreak @ 6	CM	6-7a	M	:30	1	\$30.00P4	0.00 NM	1	\$30.00
			Daybreak @ 6						400.001	0.00 14111		φου.σσ
News 8	Daybrea	k	,									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 11/	05/12	11/11/12	M	1	\$30.00	0.00						

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WOTV

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Order / Rev: Alt Order #:

Flight Dates:

217763

E 18 WOTV 11/01/12 11/01/12

10/30/12 - 11/05/12

6868382

Advertiser:

Estimate:

POL/Bill Farmer State Representative

Product Desc:

Political

2536

Ln Ch Start End Inventory Code Break Start/End Time Davs Len Spots Rate Pri Rtg Type Spots Amount 10/30/12 10/30/12 M-F 12-1p E 6 WOTV СМ 12-1p -T----:30 \$35,00P4 0.00 NM \$35.00 Better Better TV Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 -T----\$35.00 0.00 E 7 WOTV 10/31/12 10/31/12 M-F 12-1p CM 12-1p --W----.30 \$35.00P4 0.00 NM 1 \$35.00 Better TV Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 --W----\$35.00 0.00 E 8 WOTV 11/01/12 11/01/12 M-F 12-1p CM 12-1p ---T---:30 1 \$35.00P4 0.00 NM 1 \$35.00 **Better** Better TV Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 10/29/12 11/04/12 ---T---\$35.00 0.00 E 9 WOTV 11/02/12 11/02/12 M-F 12-1p 12-1p ---F--:30 \$35,00P4 0.00 NM 1 \$35.00 1 Better TV Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 ---F--\$35.00 0.00 E 10 WOTV 11/05/12 11/05/12 M-F 12-1p 12-1p CM M----:30 1 \$35.00P4 0.00 NM \$35.00 Better Better TV Start Date **End Date** Spots/Week Weekdays Rate Rating Week: 11/05/12 11/11/12 \$35.00 0.00 E 11 WOTV 10/30/12 10/30/12 M-F 9-10a CM 9a-10a -T----:30 1 \$40.00P4 0.00 NM \$40.00 Trisha Goddard Trisha Goddard End Date Start Date Spots/Week Weekdays Rate Rating Week: 10/29/12 11/04/12 -T----\$40.00 0.00 E 12 WOTV 10/31/12 10/31/12 M-F 9-10a --W----CM 9a-10a .30 1 \$40.00P4 0.00 NM \$40.00 Trisha Goddard Trisha Goddard Start Date **End Date** Spots/Week Weekdays Rate Rating Week: 10/29/12 --W----11/04/12 \$40.00 0.00 E 13 WOTV 11/01/12 11/01/12 M-F 9-10a CM 9a-10a ---T---:30 1 \$40.00P4 0.00 NM 1 \$40.00 Trisha Goddard Trisha Goddard Start Date **End Date** Spots/Week Weekdays Rate Rating Week: 10/29/12 11/04/12 ---T---\$40.00 0.00 E 14 WOTV 11/02/12 11/02/12 M-F 9-10a CM 9a-10a \$40.00P4 ---F--:30 1 0.00 NM 1 \$40.00 Trisha Goddard Trisha Goddard **End Date** Weekdays Spots/Week Start Date Rating Rate ---F--Week: 10/29/12 11/04/12 \$40.00 0.00 E 15 WOTV 11/05/12 11/05/12 M-F 9-10a CM 9a-10a :30 \$40.00P4 0.00 NM 1 \$40.00 Trisha Goddard Trisha Goddard Start Date End Date Weekdays Spots/Week Rate Rating Week: 11/05/12 11/11/12 \$40.00 0.00 E 16 WOTV 10/30/12 10/30/12 M-F 4-5p CM 4-5p -T----:30 \$40.00P4 0.00 NM \$40.00 1 The Doctors The Doctors Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 -T----\$40.00 0.00 E 17 WOTV 10/31/12 10/31/12 M-F 4-5p 4-5p CM --W----:30 1 \$40.00P4 0.00 NM \$40.00 The Doctors The Doctors Weekdays Start Date End Date Spots/Week Rate Rating Week: 10/29/12 11/04/12 \$40.00 0.00

CM

4-5p

---T---

:30

\$40.00P4

0.00 NM

\$40.00

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WOTV

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Order / Rev:

217763

Advertiser:

POL/Bill Farmer State Representative

Alt Order #:

6868382

Product Desc:

Political

Flight Dates:

10/30/12 - 11/05/12

Estimate:

2536

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	nots	Rate Pri	Rtg Type	Snote	Amount
			M-F 4-5p				2011 0	poto	rtato i ii	rtig Typo	Орого	Amount
The Doct	tors		The Doctors									
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating					ı	
Week: 10/2		11/04/12	T	1	\$40.00	0.00						
E 19 WOTV	11/02/1	12 11/02/12	-	CM	4-5p	F	:30	1	\$40.00P4	0.00 NM	1	\$40.00
The Doct	toro		The Doctors									
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2		11/04/12	F	1	\$40.00	0.00						
E 20 WOTV	11/05/1	12 11/05/12	M-F 4-5p	CM	4-5p	M	:30	1	\$40.00P4	0.00 NM	1	\$40.00
The Doct	toro		The Doctors									
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 11/0		11/11/12	M	1	\$40.00	0.00						
E 21 WOTV	10/30/1	2 10/30/12	M-F 3-4p	CM	3-4p	-T	:30	1	\$40.00P4	0.00 NM	1	\$40.00
04			Steve Harvey									
Steve Ha	rvey Date	End Date	Weekdays	Spots/Week	Poto	Dating						
Week: 10/29		11/04/12	-T	<u>3pots/vveek</u>	<u>Rate</u> \$40.00	Rating 0.00					"	
E 22 WOTV	10/31/1	2 10/31/12	M-F 3-4p	CM	3-4p	W	:30	1	\$40.00P4	0.00 NM	1	\$40.00
			Steve Harvey						•			*
Steve Ha		End Data	W/a alada ya	C==4=/\/\/==1\	D-4-	D-f						
<u>Start</u> Week: 10/29	<u>Date</u> 9/12	End Date 11/04/12	<u>Weekdays</u> w	Spots/Week 1	<u>Rate</u> \$40.00	Rating 0.00						
E 23 WOTV			M-F 3-4p	CM	3-4p	T	:30	1	\$40.00P4	0.00 NM	1	\$40.00
			Steve Harvey		p		.00	·	φ 10.001 1	0.00 14101		Ψ-0.00
Steve Har												
Start Week: 10/29	Date 9/12	End Date 11/04/12	<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$40.00	Rating 0.00						
E 24 WOTV				CM	3-4p	F	:30	1	\$40.00P4	0.00 NM	1	\$40.00
			Steve Harvey		p		.00		ψ10.001 4	0.00 14101	'	Ψ-0.00
Steve Har	•											
Start Week: 10/29		End Date 11/04/12	Weekdays	Spots/Week 1	<u>Rate</u> \$40.00	Rating 0.00						
E 25 WOTV 1				CM	3-4p	M	:30	1	\$40.00P4	0.00 NM	1	\$40.00
			Steve Harvey		· .p		.00		φ10.001 4	0.00 14141	1	Ψ+0.00
Steve Har						E22 101						
Start Week: 11/05		End Date 11/11/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$40.00	Rating 0.00						
			M-F 11-1135p	CM	11-1135p	W	:30	1	\$50.00P4	0.00 NM	1	\$50.00
	10/01/1	2 10/01/12	Extra	OW	тт ттоор		.50	'	ψ30.001 4	0.00 14141	1	φ30.00
Extra												
Start Week: 10/29		End Date 11/04/12	<u>Weekdays</u> w	Spots/Week	Rate	Rating						
E 27 WOTV 1				CM	\$50.00 7-9a	0.00 -T	:30	1	\$50.00P4	0.00 NM	1	\$50.00
	10,00,1	2 10/00/12	Good Morning An		7 00		.50	'	φ30.001 4	0.00 14141	1	φ30.00
GMA												
<u>Start</u> Week: 10/29		End Date 11/04/12	<u>Weekdays</u> -T	Spots/Week	Rate	Rating						
E 28 WOTV 1				CM	\$50.00 7-9a	0.00 W	:30	1	\$50.00P4	0.00 NM	1	\$50.00
220 11011	10/01/11	2 10/01/12	Good Morning An		7-54	VV	.50	'	\$50.00F4	0.00 NIVI	'	φ30.00
GMA										- 1		
<u>Start </u> Week: 10/29		End Date 11/04/12	Weekdays	Spots/Week	Rate	Rating				- 1		
E 29 WOTV 1				CM	\$50.00 7-9a	0.00	:30	1	\$50.00P4	0.00 NIM	1	\$50.00
	, 5 1/ 1/		Good Morning Am		, 00		.50		ψυυ.υυΓ4	0.00 NM	ı	\$50.00
GMA	_	_	7							- 1		
<u>Start I</u> Week: 10/29		End Date	Weekdays	Spots/Week	Rate \$50.00	Rating						
E 30 WOTV 1		11/04/12	1	CM	\$50.00 7-9a	0.00	:30	1	\$50.00P4	0.00 NM	1	\$50.00
				OIVI	. 00		.50		ψυυ.υυΓ 4	U.UU INIVI	1	φυυ.υυ

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Order / Rev:

217763

6868382

Advertiser:

POL/Bill Farmer State Representative

Product Desc:

Political

WOTV

40

Totals

\$3,550.00

Alt Order #: Flight Dates:

10/30/12 - 11/05/12

Estimate: 2536

Ln Ch Start End Inventory Code Break Start/End Time Davs Len Spots Rate Pri Rtg Type Spots Amount GMA Good Morning America **GMA** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 ----F--\$50.00 0.00 E 31 WOTV 11/05/12 11/05/12 **GMA** CM 7-9a M-----:30 1 \$50.00P4 0.00 NM \$50.00 1 Good Morning America **GMA** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 11/05/12 11/11/12 M----\$50.00 0.00 E 32 WOTV 11/03/12 11/03/12 GMA Sa CM 8-9a ----S-:30 1 \$50.00P4 0.00 NM \$50.00 **GMA Saturday** Good Morning America Start Date **End Date** Spots/Week Weekdays Rate Rating Week: 10/29/12 11/04/12 ----S-\$50.00 0.00 E 33 WOTV 11/04/12 11/04/12 ABC This Week CM 858-10a :30 \$75.00P4 0.00 NM 1 \$75.00 ABC This Week This Week Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 -----\$75.00 0.00 E 34 WOTV 10/31/12 10/31/12 News 8 @ 6p CM 6-630p --W---:30 1 \$75.00P4 0.00 NM 1 \$75.00 News 8 @6p News 8 at 6pm Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 --W---\$75.00 0.00 E 35 WOTV 11/02/12 11/02/12 News 8 @ 6p CM 6-630p ---F--:30 \$75.00P4 0.00 NM \$75.00 1 News 8 @6p News 8 at 6pm Start Date **End Date** Weekdays Spots/Week Rate Rating ----F--Week: 10/29/12 11/04/12 \$75.00 0.00 E 36 WOTV 10/31/12 10/31/12 M-F 7-8p 7-8p CM \$150.00P4 --W----:30 0.00 NM 1 \$150.00 Rules of Engagement Rules of Engagement Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 --W----\$150.00 0.00 E 37 WOTV 11/02/12 11/02/12 M-F 7-8p CM 7-8p ----F--:30 \$150.00P4 0.00 NM \$150.00 Rules of Engagement Rules of Engagement Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 ----F--\$150.00 0.00 E 38 WOTV 11/05/12 11/05/12 Mon Prime Other 2 CM 8-10p M----:30 \$500.00P4 0.00 NM \$500.00 Monday 8-10p Dancing w/ Stars Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 11/05/12 11/11/12 M-----\$500.00 0.00 E 39 WOTV 10/31/12 10/31/12 Wed Hour 1 CM 8-9p --W----:30 \$500.00P4 0.00 NM \$500.00 Wednesday 8-9p The Middle Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 --W----\$500.00 0.00 E 40 WOTV 10/31/12 10/31/12 Wed Hour 2 CM 9-10p --W----:30 \$750.00P4 0.00 NM \$750.00 Wednesday 9-10p Modern Fam/Neighbors Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 --W----\$750.00 0.00